

12

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Case No. NRI 2001/01-820)



In re Application of:)
Chen, et al.)
Serial No.: 09/266,790) Group Art Unit: 2166
Filed: March 12, 1999) Examiner: A. Kalinowski
For: Method and Apparatus for Measuring)
User Access to Image Data)

Commissioner for Patents
Washington, DC 20231

POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST
(REVOCATION OF PRIOR POWERS)

As assignee of record of the entire interest of the above identified

application
 patent

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REVOCATION OF PRIOR POWERS OF ATTORNEY

all powers of attorney previously given are hereby revoked and

NEW POWER OF ATTORNEY

The undersigned hereby appoints all of the practitioners associated with the Customer Number provided below to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith and directs that all correspondence be addressed to that Customer Number:

Customer Number: 020306
Principal attorney or agent: Bradley J. Hulbert
Telephone number: 312-913-0001

Assignee of Entire Interest:

Name: NetRatings, Inc.

Address: 830 Hillview Court, Suite 138, Milpitas, California 95035

EVIDENCE AND CERTIFICATION OF CHAIN OF TITLE

Recorded in PTO on _____

Reel _____
Frame _____

Recorded herewith.

ASSIGNEE CERTIFICATION

In accordance with 37 C.F.R. § 3.73 the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Date: 7/6/01



Signature

Name: Jason L. Gray
Title: General Counsel

ASSIGNMENT

Case No.: NRI 2001/01-820

Serial No.: 09/266,790

Inventors: Simon S. Chen, Yen Whei Chow, Todd Tao Zhou

Date of Execution

of Application:

Filing Date: March 12, 1999

In consideration of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency whereof are hereby acknowledged, the undersigned hereby assign to:

NetRatings, Inc., a corporation of the State of Delaware

its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled:

METHOD AND APPARATUS FOR MEASURING USER ACCESS TO IMAGE DATA

and identified as:

Case No. 01-820

in the offices of McDONNELL BOEHNEN HULBERT & BERGHOFF and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

The undersigned hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

The undersigned hereby authorize and request the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known, and the date of execution of the application.

The undersigned warrant themselves to be the owners of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrant that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

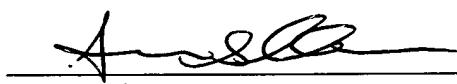
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For said considerations the undersigned hereby agree, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all divisional, continuation and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue or extension of any Letters Patent that may be granted upon said application and any and all applications and other documents for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations the undersigned authorize said assignee to apply for patents for said invention or improvements in its own name in such countries where such procedure is proper and further agree, upon the request of said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents, including the preparation and execution of preliminary statements, giving and producing evidence, and performing any and all other acts necessary to obtain, maintain and enforce said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said Letters Patent will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

WITNESS my hand and seal this 3 day of July, 2001.



Simon S. Chen

State of

County of

The foregoing instrument was acknowledged before me this _____ day of
_____, 2001 by Simon S. Chen.

NOTARY PUBLIC

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of

Santa Clara

} ss.

On July 3, 2001, before me, Rita Joseph Notary Public

Name and Title of Office (e.g., "Jane Doe, Notary Public")

personally appeared Simon Chen

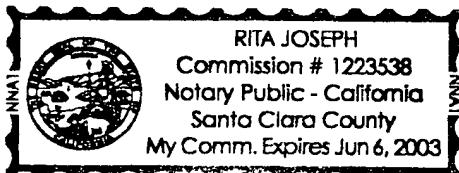
Name(s) of Signer(s)

personally known to me

proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Place Notary Seal Above

Rita Joseph

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment

Document Date: March 12, 1999 Number of Pages: 4 pages

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

Signer's Name: Simon Chen

Individual

Corporate Officer — Title(s): _____

Partner — Limited General

Attorney in Fact

Trustee

Guardian or Conservator

Other: _____

RIGHT THUMBPRINT
OF SIGNER

Top of thumb here

Signer Is Representing: _____

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WITNESS my hand and seal this 12 day of July, 2001.

Yen-whei Chow
Yen Whei Chow

State of

County of

The foregoing instrument was acknowledged before me this _____ day of
_____, 2001 by Yen Whei Chow.

NOTARY PUBLIC

WITNESS my hand and seal this 6 day of 7, 2001.

Todd Tao Zhou
Todd Tao Zhou

State of

County of

The foregoing instrument was acknowledged before me this _____ day of
_____, 2001 by Todd Tao Zhou.

NOTARY PUBLIC

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CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

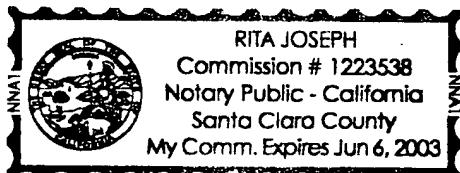
County of

Santa Clara

} ss.

On July 12, 2001, before me, Rita Joseph, Notary Public,
 Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")
 personally appeared Yen Whei Chow,
 Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory
 evidence



to be the person(s) whose name(s) is/are
 subscribed to the within instrument and
 acknowledged to me that he/she/they executed
 the same in his/her/their authorized
 capacity(ies), and that by his/her/their
 signature(s) on the instrument the person(s), or
 the entity upon behalf of which the person(s)
 acted, executed the instrument.

WITNESS my hand and official seal.

Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document
 and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached DocumentTitle or Type of Document: AssignmentDocument Date: March 12, 1999 Number of Pages: 4 pg/sSigner(s) Other Than Named Above: N/A**Capacity(ies) Claimed by Signer**Signer's Name: Yen Whei Chow

Individual
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____

Signer Is Representing: _____

RIGHT THUMBPRINT
OF SIGNER

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State of California

County of

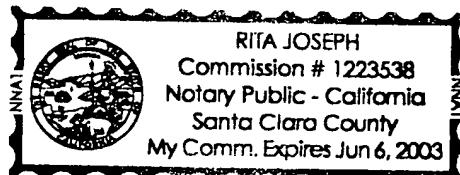
Santa Clara

} ss.

On July 6, 2001, before me, Rita Joseph, Notary Public,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")
personally appeared Todd Zhou

Name(s) of Signer(s)

personally known to me
 proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Rita Joseph

Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Assignment

Document Date: March 12, 1999 Number of Pages: 40 pages

Signer(s) Other Than Named Above: N/A

Capacity(ies) Claimed by Signer

Signer's Name: Todd Zhou

Individual
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Attorney in Fact
 Trustee
 Guardian or Conservator
 Other: _____

**RIGHT THUMPRINT
OF SIGNER**

Top of thumb here

Signer Is Representing: _____